

## Key factors of teenagers' mobile advertising acceptance

José Martí Parreño; Silvia Sanz-Blas; Carla Ruiz-Mafé; Joaquín Aldás-Manzano

+ Author & Article Information

Industrial Management & Data Systems (2013) 113 (5): 732–749.

<https://doi.org/10.1108/02635571311324179>

### Purpose

The purpose of this paper is to analyse key drivers of teenagers' attitude toward mobile advertising and its effects on teenagers' mobile advertising acceptance.

### Design/methodology/approach

A proposed model of affective (irritation and entertainment) and cognitive (perceived usefulness) antecedents of attitude toward mobile advertising and its effects on mobile advertising acceptance is analysed. The sample consisted of 355 Spanish teenagers. The model was tested using structural equation modelling.

### Findings

Findings show that entertainment, irritation and usefulness are key drivers of teenagers' attitude toward mobile advertising. Moreover, perceived usefulness reduces irritation. The authors' model also suggests that improving teenagers' attitude toward mobile advertisements is a key factor for teenagers' mobile advertising acceptance.

### Practical implications

This research offers practical implications for marketing managers interested in targeting mobile advertising campaigns to teenagers. Marketers should take care of the number and frequency of messages being sent in order to avoid teenagers being irritated by their advertising attempts. Marketers can improve attitude through message personalization, content relevance and enriching the sales messages with entertainment features.

### Originality/value

While consumer-driven factors such as perceived control or trust have deserved a lot of attention, little research has focused on the role of emotions on attitude and behaviour towards mobile advertising. This

Keywords: [Mobile services](#), [Attitudes](#), [Teenagers](#), [Irritation](#), [Entertainment](#), [Perceived usefulness](#)

© Emerald Group Publishing Limited

You do not currently have access to this content.

Sign in

Don't already have an account? [Register](#)

Client Account

Email address / Username

Password

[Reset password](#)

[Register](#)

ICE Member Sign In

Log in



Access through your institution


Purchased this content as a guest? Enter your email address to restore access.

Email Address

We use cookies to optimize site functionality and targeting cookies to give you the best possible experience. Your experience, your choice. Learn more here:

[Visit our cookie policy page](#)

Pay-Per-View Access €38.00

 Buy This Article

## Rental

This article is also available for rental through DeepDyve.

